Health Communication: Media's Role in Menstrual Hygiene Management

Impact of media on spreading awareness about menstrual hygiene management among women of Ramban district of Jammu and Kashmir (UT): A Model Study

RESEARCH PROTOCOL

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CERTIFICATE

It is to certify that this Synopsis entitled **"Health Communication: Media's Role in Menstrual Hygiene Management"** by Mr. Pavitar Singh, submitted in fulfillment of the requirement for registration in Ph.D. Programme in School of Mass Communication under the supervision of Dr Shailendra Pratap Singh Bhati (Assistant professor of JECRC University, Jaipur), during the academic year 2023-26.

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1. ABSTRACT

Discussing about menstrual health for women is a tabooed issue in India. It becomes worse when any taboo comes to women. As two of three major objectives of media is to educate and to aware the concerned public. But fortunately, in the last decade, menstrual hygiene management (MHM) is recognized as a public health issue due to its connection to overall health, social justice and human rights (Phillips-Howard et al., 2016; Sommer, Hirsch, Nathanson, & Parker, 2015). MHM is defined as the "use of clean menstrual management material to absorb or collect blood that can be changed in privacy as often as necessary for the duration of the menstruation period, using soap and water for washing the body as required and having access to facilities to dispose of used menstrual management materials" (Sommer & Sahin, 2013, p.1557; WHO/UNICEF Joint Monitoring Program, 2012).

This study aims to explore the awareness, taboos, practices, and the role of media and health programs in managing menstrual hygiene among women in the Ramban district, Jammu and Kashmir. The research will use a stratified random sampling method. To collect information, a structured questionnaire with multiple-choice questions will be used, focusing on areas such as awareness of menstrual hygiene management (MHM), social taboos, media exposure, and involvement in health programs run by governmental and non-governmental organizations such as Primary Health Centers (PHCs) Anganwadies and NGOs. In this regard, personal interviews will be conducted with primary health workers (ASHA, ANM, FMPW), Anganwadi workers, NGOs, and opinion leaders working in the Ramban district of Jammu and Kashmir. This will help gain a better understanding of how effective the awareness initiatives by the J&K Health Department and NGOs are regarding MHM. The questionnaire will have 20 to 25 objective type questions and will collect responses from a sample of 250-300 girls and women, as well as 50-100 health workers, Anganwadi workers, NGOs, and opinion leaders, ensuring representation from both urban and rural areas. After analyzing the data using statistical tools, the impact of media on girls and women in Jammu & Kashmir, with a focus on the Ramban district, will be assessed, analyzed, and interpreted.

Keywords: Menstrual health, Hygiene, Awareness, Menstrual health and media, Health Communication, Jammu and Kashmir.

2. INTRODUCTION

2.1 Menstrual health and hygiene

Menstrual health and hygiene (NHM) is about taking care of periods and everything else that links periods to health, happiness, gender equality, education, empowerment and rights. These factors are well outlined by UNESCO as it important to have correct and timely information, safe and affordable products, knowledge and supportive people, access to the help when needed, clean facilities for hygiene, positive attitude towards periods, proper waste disposal and standing up for what's right and making changes in policy when needed. Menstrual Health is a complete physical, mental and social well-being and not merely the absence of disease or infirmity, with relation to the menstrual cycle. (UNICEF).

Menstruation (also called a 'period') is a normal biological process experienced by millions around the world each month. A period happens when the uterus sheds blood and tissue from the uterine lining and leaves your body through the vagina. (Center for Diseases control and Prevention).

Every year, on May 28th, is observed as Menstrual Hygiene Day to emphasize the significance of practicing good menstrual hygiene during menstruation. This day also aims to raise knowledge and awareness about the importance of ensuring reach to menstrual products, educating about periods, and providing adequate sanitation facilities. Menstrual health is not talked much in India due to social taboo. Most of the girls and women's can't afford using sanitary napkins. It is not only diminishing their own health, but disturbing the lives of their family members too. On the other hand, this issue creates mental health problems too.

A research study titled "Sanitary Protection: Every Woman's Health Right" conducted by A.C. Neilsen and endorsed by Plan India in October 2010, states that only 12% Indian women use Sanitary Napkins and the rest are using unsanitary methods of managing menstruation. It means that the rest 88%, that do not use sanitary napkins, must be using unsanitary means. The data shown by National Family Health Survey, NFHS 2015-16 is more critical. These numbers both in rural and urban India are far higher than this. The NFHS 2015-16 establishes the fact that, 78% in urban areas, 48% in rural areas and 58% overall women are using hygienic means of managing menstruation in India. It is clear that, nearly 6 out of 10 women in India have access to disposable sanitary napkins. But here comes a condition too. This survey includes locally prepared napkins, sanitary napkins and tampons as hygienic methods of protection. One can assume from the language used that single use disposables are considered hygienic. So, the term hygienic products

are decoded in different regions with different meanings. This data varies from the state to another state. It is 90% in Tamilnadu, Kerala and Delhi and 30% in rural Bihar.

For literacy, the school curriculum should include comprehensive techniques that can positively impact menstrual attitudes, behaviours, and practices, and teachers should discuss menstrual health and hygiene management (MHHM) in a variety of classroom settings.(UNESCO New Delhi Multisectoral Regional Office for Bangladesh, Bhutan, India, Nepal, Maldives, and Sri Lanka, 2023). In this regard, UNESCO India and Amrita Vishwa Vidyapeetham collaborated to develop a campaign to raise awareness about menstrual health and hygiene management (MHHM) among women, particularly young girls in school.

UNESCO, which has partnered with Procter and Gamble, has also brought out a national survey and gap analysis report on MHHM under the #KeepGirlsinSchool campaign. The report revealed that in poor urban areas, 50% of adolescent girls (aged 15 to 19) lack access to hygienic methods for managing their periods. However, economically developed states like Telangana, Tamil Nadu, Kerala, Karnataka, and the union territory of Delhi exhibited a higher adoption rate of hygienic methods, according to the release.

2.2Media and menstrual health

In this health and hygiene crisis among Indian women, it needs to have a well planned and well experimented communication and awareness strategy. But, because of the social taboo, it obstructs to communicate the sensitive topic such as menstruation. In a study conducted by Khanna and others in Rajasthan, Lack of proper communication, ignorance, misconceptions, and unhealthy menstrual practices were identified as key factors contributing to reproductive and sexual health issues. Similarly, a study by El-Gilany and all in Egypt, highlighted the cultural influence and beliefs, where menstruation is considered taboo, it leads to a lack of open conversation and limited access to accurate information on the subject.

TV advertisements usually provide information about awareness, knowledge and hygiene about menstruation. They play vital roles to change the attitude towards menstrual taboo. People easily capture the message and is affected by Pad related TV advertisement to break the menstrual taboo and be more conscious about hygiene. (Poly, Lutfun & Zaman, Ashik & Eyemoon, Eashrat Jahan. 2020).

Media serves to inform, educate, entertain, and influence public opinion. It acts as a watchdog, holding institutions accountable and promoting transparency. Through diverse platforms, media

facilitates communication, shapes cultural narratives, and fosters civic engagement. Its role extends to amplifying voices, promoting diversity, and facilitating social change.

In the movie "Padman," the main message about menstruation revolves around breaking taboos and stigma surrounding periods, promoting menstrual hygiene, and advocating for access to affordable sanitary pads for women. It highlights the significance of awareness and education about menstruation, challenging societal norms, and empowering women to manage their periods with dignity and confidence. (IJNRD | Volume 7, Issue 12 December 2022 | ISSN: 2456-4184 | IJNRD.ORG). The article highlights the success of the Bollywood movie "Padman" in addressing the sensitive issue of women's menstruation and challenging global myths and stereotypes associated with it. It advocates for more attention to be given to such issues to combat stereo types. The Public Service Announcement (PSA) on menstrual health featuring Akshay Kumar playing in movie theaters has emerged as a groundbreaking initiative to destigmatize conversations surrounding menstruation and promote awareness about menstrual hygiene.

The social patterning in menstrual communication, a taboo in India, and its consequent health-effects on adolescents are under-studied. Therefore, it needs to explore the potential of local influencers of social media; therefore the language and cultural obstacles will be resolved swiftly.

2.3 Menstrual health, public awareness campaigns and perceptions of women

Menstrual health is a crucial aspect of women's overall well-being, yet it often remains a taboo subject, particularly in rural areas where cultural norms and restricted access to materials can compound the challenges women face. Public awareness initiatives have an important role in addressing this issue by destigmatizing menstruation, providing accurate information about menstrual hygiene practices, and promoting access to menstrual products and healthcare services. In Afri-Can trains teachers to act as sales agents, educating schoolgirls on menstrual hygiene and establishing school health clubs. (Health, Female, Hygiene, Case Jun2021)

These campaigns should be culturally sensitive and tailored to the particular needs and issues faced by women. This may involve using local languages, engaging community leaders and influencers, and utilizing accessible mediums such as TV, radio, social media, community meetings, or mobile outreach programs. 24 million people in India avail consultations through the eSanjeevani app (PM of Modi, India Today Conclave 16-03-2024).

In a study titled "The Impact of Media Campaigns on Development Awareness and Adolescent Anxiety Levels," Ibrahim, S.A.E.S. (2021) found that media campaigns give a boost to the sense of

social security in adolescents, with local campaigns specifically enhancing their intellectual security.

Perceptions of menstruation among women can vary widely depending on cultural, social, and economic factors. Some women may view menstruation as a natural and normal bodily process, while others may experience shame, embarrassment, or misinformation due to societal taboos and myths surrounding menstruation. Many girls and women lack sufficient knowledge about reproductive health, especially menstrual hygiene, making them vulnerable to myths and misconceptions (Garg, Goyal, and Gupta, 2012).

Public awareness initiatives can help challenge these negative perceptions by fostering open dialogue, providing accurate information, and fostering positive attitudes towards menstrual hygiene, as MHM is a tabooed issue, it needs to raise awareness through various local and social media on this issue. Before the production of the concerned media material, it is critical to understand the perception of the women too.

The research study entitled as, 'Awareness and perception of rural women towards advertisement' Pacific Business Review International Volume 8, Issue 5, September 2015. Analyses the perception of rural women about advertisement, and it find that, it is favorable. The study shows that there is no personal conviction among rural women about the advertisement. Some findings provide useful insights for rural women consumers who mostly rely on ads for information. Furthermore, family and friends have a big influence on their decision-making process.

Since 2011, the Ministry of Health and Family Welfare has been executing the Scheme called "Freedays" for the promotion of menstrual hygiene management in the adolescent girls and funds are given to states and union territories under the National Health Mission. This money helps them buy sanitary napkin packs for rural girls at a subsidized rate of Rs. 6 for six napkins. ASHA workers are responsible for giving out these napkin packs. They get Rs. 1 for every pack they sell and also receive a free pack for themselves every month. Auxiliary nurse midwife (ANM) Female Multipurpose Health Worker (FMPW), are village-level female health workers in India who is known as the first contact person between the community and the health services. ANM, FMPHW, employees and ASHA workers are tasked with overseeing health communication and management. These workers hold monthly meetings at places like sub-center, Primary Health Center (PHC) Aanganwadi Centers to talk about menstrual hygiene and other health issues. Various materials have been developed to raise awareness among adolescent girls about safe and hygienic menstrual health practices. These materials include audio, video, and reading materials have been made to

teach adolescent girls about menstrual health. ASHA workers and other field workers like ANMs use these materials to talk to girls about staying safe and clean during their periods.

Additionally, under the Swachh Bharat Abhiyan, the Ministry of Drinking Water and Sanitation has developed National Guidelines on menstrual hygiene management for rural areas. Furthermore, the Department of Pharmaceuticals implements the Pradhan Mantri Bharatiya Janausadhi Pariyojna, establishing over 8700 centers nationwide that offer Oxo-biodegradable sanitary napkins named Suvidha at Rs. 1 per pad, ensuring affordability and health security for women. This information was given by the Union Minister of Women and Child Development, Smt. Smriti Zubin Irani, in a written reply in Lok Sabha on 29 July 2022. UNICEF launched GARIMA, a community-based communication program, and provided financial assistance for it. Normalizing Menstrual Hygiene and Health Management (MHHM) for many teenage females was its main objective. The curriculum made use of a range of media, such as print materials, audio-visual aids, and exercises centered around life skills.

Stayfree is backing UNICEF's program in four districts in Bihar and Jharkhand to promote menstrual hygiene through the "Stayfree Women for Change" Initiative. This involves educating teachers, self-help group members, Anganwadi workers, ASHA, and other stakeholders about girls' and women's health and hygiene. Similarly, Stayfree supports the Delhi Government's "Kishori" Programme, which aims to improve health and hygiene practices among school girls in Delhi government and government-aided schools. Under this program, every adolescent going school girls from class 6th to class 12th in government and government-aided schools receives a pack of 10 sanitary napkins each month for free. Stayfree provides these napkins to the Delhi government at reduced rates. In 2011, the Kenyan government reserved nearly $4 million to provide free sanitary pads to schoolgirls. Then, in 2014, they added an extra $2 million to this initiative. (Health, Female, Hygiene, Case_Jun2021). In 2010 Stayfree was invited by the Delhi government to join their "Stree Shakti" program, which involves collaboration between the Government of Delhi, Johnson & Johnson Limited, and NGOs. Various stakeholders are working on initiatives to improve menstrual hygiene management and address reproductive health issues for adolescent girls and women. Governments worldwide have commenced addressing menstrual hygiene as a pivotal aspect of women's health and girls' education. Esteemed international organizations such as the World Bank, UNESCO, UNICEF, and the World Health Organization (WHO) have initiated efforts to integrate menstrual hygiene management, including the provision of sanitary products, into their research agendas and support for governments. Incorporating menstrual hygiene into national sanitation and

hygiene strategies as well as school health policies marks a significant stride towards enhancing awareness about feminine hygiene products. (UNICEF2012)

In the regard of media's role, it needs to have a specific research study in the context of the women's and girls' of district Ramban.

3. Review of Literature

Ensuring good health is crucial for everyone. Every country needs to provide sufficient health care facilities so people can live better lives. The health of communities is a major topic in public discussions about policies in every developed society. The literature review includes research on topics such as Menstrual Health, Media's roles, Health Communication and related Public Awareness Campaigns.

Mapping the knowledge and understanding of menarche, menstrual hygiene and menstrual health among adolescent girls in low- and middle-income countries Chandra-Mouli, V. & Patel, S.V. (2017) The review explores the extent of understanding among teenage girls in low- and middle-income countries have about menstruation, how ready they are for their first period, and where they get their information from. Findings indicate that girls are generally unaware and unprepared for menstruation. Although they mainly receive information from female family members, it's often incomplete or inaccurate. Feelings of exclusion and shame contribute to misunderstandings and unhygienic practices during menstruation. Medical problems can lead to missing school. Moreover, it's concerning that relatives and teachers often aren't equipped to support girls effectively.

Joan C. Chrisler PhD &Karen B. Levy BA, "The Media Construct a Menstrual Monster: A Content Analysis of PMS Articles in the Popular Press" (2008)

This paper published in "Taylor & Francis Online" this discussed lessons based on, a content analysis was conducted to evaluate the description of premenstrual syndrome. This paper indicates there is strong bias in reporting of menstrual cycle changes. Media coverage in support is a stereotype.

Awan Afiaz Raaj Kishore Biswas, "Awareness on menstrual hygiene management in Bangladesh and the possibilities of media interventions: using a nationwide cross-sectional survey" (2021)

The study published in BMJ Journal(Volume11, Issue 4) reveals a concerning situation in menstrual hygiene management (MHM) among women, with only 24.3% using modern absorbents while most resort to unhygienic traditional practices. Access to proper MHM products is a significant concern, especially in non-urban areas. On a positive note, women with mobile phones and media access were more likely to use modern MHM products, suggesting the importance of information dissemination. Educated women in urban areas also showed a higher likelihood of using modern MHM products, highlighting the role of education and urbanization in improving access to these essential resources.

Anna Sofie Holst, Constanza Jacques-Aviñó, and some other "Experiences of menstrual inequity and menstrual health among women and people who menstruate in the Barcelona area (Spain): a qualitative study"(2022)

This research article is published in 'Reproductive Health' highlights widespread menstrual inequity, where participants often had to hide their menstruation and faced difficulties managing it in public. They often chose menstrual products based on affordability and availability. Participants lacked proper menstrual education and faced challenges navigating the healthcare system, where they felt dismissed and were offered hormonal contraception as a generic solution. The findings emphasize the need for comprehensive patient-centered approaches to menstrual health.

Anupriya Tuli, Shruti Dalvi, Neha Kumar, Pushpendra Singh, "It's a girl thing": Examining Challenges and Opportunities around Menstrual Health Education in India. (2019)

This research article is published by ACM Transactions on Computer-Human Interaction Volume 26 Issue 5, uncovers the complex challenges in educating Indian adolescents about menstrual health due to cultural taboos. It reveals a disconnect between parents and teachers in terms of their roles, expectations, and attitudes, emphasizing the need for a more cohesive approach. The study also highlights the importance of considering sociotechnical implications and a feminist perspective when designing menstrual health education initiatives in India.

Chloe Parent, Camille Tetu and five other, "Menstrual hygiene products: A practice evaluation" (2022) Research paper published by Elsevier, This study indicates a clear preference for disposable sanitary pads (81%) among the surveyed women, with menstrual tampons being less favored (45.6%). New, eco-friendly options like washable sanitary pads, menstrual panties, and menstrual cups had low adoption rates but were more popular among those who had recently changed their protection method. The perception of menstrual hygiene products as a health risk (81.8%) is concerning, especially considering that many women lacked knowledge about menstrual

toxic shock syndrome (41.7%). Furthermore, the study highlights a significant gap in education and the desire for more information among the majority of participants (91.2%).

Bryndl Hohmann-Marriott, "Periods as powerful data: User understandings of menstrual app data and information"(2023)

This research paper published in Sage journals and offers valuable insights into how menstrual app users in Aotearoa New Zealand perceive the data they input into these apps. Utilizing reflexive thematic analysis with 25 participants, the study delves into users' complex relationship with technology and personal health data. The critical approach highlights the need for digital literacy and control over personal health data in the context of women's health.

Sisi Peng, Yuyin Yang and Martie G. Haselton, Menstrual Symptoms: Insights from Mobile Menstrual Tracking Applications for English and Chinese Teenagers (2023)

This study examines the content and presentation of menstrual tracking apps for adolescents in both English and Chinese languages. It is published in MDPI Journal Volum3 Issue 3. This research identifies several key findings, including the insufficient menstrual literacy regarding symptom management, variations in the availability and framing of emotional and physical symptoms between English and Chinese apps, and an overall need for improved, evidence-informed communication about symptoms. The study underscores the importance of enhancing these apps, especially for adolescent users, to positively influence attitudes, experiences, and ultimately, sexual and reproductive health empowerment.

Shantanu Sharma, Devika Mehra, Nele Brusselaers, and Sunil Mehra, Menstrual Hygiene Preparedness among Schools in India: A Systematic Review and Meta-Analysis of System-and Policy-Level Actions. (2020)

As more girls go to school, it's really important for schools to make sure they have what they need when they have their period. This study looked at how well Indian schools handle periods and what the government is doing about it. They checked 183 papers from different sources to see what's going on. They found out that many girls don't know much about periods before they have their first one, teachers don't always give enough information, and there aren't always enough separate toilets for girls. The study says the government needs to work together better to make sure schools follow the rules about handling periods.

Shambhavi Kumari, Komal N Muneshwar, 2023

This article states that menstrual hygiene management faces significant challenges due to societal, cultural, and religious restrictions, especially in rural areas where girls often lack preparation and awareness about their periods. Limited personal sanitation and misconceptions about menstruation contribute to health risks, as many women have minimal knowledge about genital infections. Educating individuals about the health risks and environmental impact associated with improper disposal is crucial, with potential solutions such as incineration to reduce waste. Emphasizing the importance of natural or reusable sanitary products is essential for promoting sustainable menstrual hygiene practices.

UNESCO New Delhi Multisectoral Regional Office for Bangladesh, Bhutan, India, Nepal, the Maldives, and Sri Lanka. (2023)

Menstruation health and hygiene management: A Module for Teachers and Educators. ISBN: 978-81-89218-86-7:-This book underscores the importance of teachers discussing menstrual health and hygiene (MHH) in diverse classrooms. It highlights that school curricula contain comprehensive strategies that can positively impact the attitudes, behaviors, and practices related to menstruation.

International Journal of Social Science Research ISSN 2327-5510 2020, Vol. 8, No. 1.

It says that 70% of girls are motivated to use napkins after viewing television advertisements. Television advertisements play an important role to dismantling the taboo surrounding the menstruation and provide vital information regarding the menstrual hygiene.

Garg, S., Bhardwaj, A., Mittal, A., & Bhonsla, S. A study of menstrual hygiene management in urban and rural adolescent girls in Ambala (Haryana). Indian Journal of Community Health. (2020)

This study concluded that knowledge about menstruation before attainment of menarche was 69% in urban and 58.9% in rural. Mother was the main source of information. Still 23.6% girls were using cloth or towels as menstrual absorbent, and 26.6% girls in rural area were washing their menstrual absorbent to be reused.91.7% and 81% girls had some restriction during menstruation

Nepal's menstrual movement — how 'Menstru Action' is making life better for girls and women in Nepal — month after month Evans, R., & Broch Alvarez, V. (2019)

This publication explores the work of the 'MHM Practictioner Alliance Nepal' of improving menstrual health and hygiene and addresses the taboo surrounding the topic. The publication, while focusing on Nepal, can serve as a good practice example of how to set up national alliances in other

countries.

Guide to menstrual hygiene materials UNICEF (2019)

The guide provides an overview of the different types of sanitary products used around the world and discusses the challenges many face in getting them. Additionally, it highlights common topics related to managing menstruation that women and girls globally have mentioned, categorizing them to show how complex menstruation management can be.

Menstrual hygiene management in India: the concerns Sinha, R. & Paul, B. (2018)

The article discusses Indian initiatives like 'Swachh Bharat - Swachh Vidyalaya' aimed at enhancing menstrual hygiene management (MHM) for schoolgirls. Although the article recognizes notable progress in the water, sanitation, and hygiene (WASH) sector, it points out that challenges such as proper waste disposal of sanitary products and reach to affordable products remain significant issues.

Astha Ramaiya and others in how does a Social and Behavioral Change Communication Intervention Predict Menstrual Health and Hygiene Management: A Cross-Sectional Study (2019).

This study focused on the three districts in Uttar Pradesh where the GARIMA program was implemented. The findings revealed that exposure to the program predicted better behaviors related to Menstrual Health and Hygiene Management (MHHM). Girls who had more exposure to the program knew more about puberty and reproductive parts, had positive feelings about gender, and talked more openly. Further programs should keep using SBCC to improve MHHM behaviors, but they should also involve families, friends, and the community more. This can help change how people view menstruation, reduce restrictions, and promote better absorbent use.

4. RESEARCH QUESTIONS

RQ1. How do the awareness, behavior, and knowledge regarding menstrual health management (MHM) differ between urban and rural women in the Ramban district, particularly concerning taboos and practices?

RQ2. What initiatives have primary health centers and NGOs undertaken to conduct awareness programs on menstrual health management, and how effective are these programs?

RQ3. Which media tools (governmental and non-governmental) are most effective in creating

social awareness about menstrual health management, and what is their measurable impact?

RQ4. What policy and programmatic changes are needed in government and NGO initiatives to improve menstrual hygiene maintenance and awareness?

RQ5. Is there a significant relationship between awareness generation programs and the implementation of menstrual hygiene management (MHM) practices in the Ramban district?

5. OBJECTIVES OF THE STUDY

RO1: To study and compare the behavior, knowledge, and insights of females from urban and rural segments in Ramban district regarding awareness, taboos, and practices related to menstrual health management (MHM)

RO2: To study the initiatives taken by primary health centers and NGOs to conduct different awareness generation program?

RO3: To identify the effective means of media tools both Governmental and Non-Governmental and to measure their impact that creates social awareness regarding menstrual health management (MHM) in the society.

RO4: To gather recommendations and suggestions for improving menstrual hygiene maintenance and awareness within government and NGO policies and initiatives.

RO5: To study various awareness generation programs and to explore the relationship between these programs and implementation of menstrual hygiene management (MHM), with special reference to district Ramaban.

6. HYPOTHESIS OF THE STUDY

H1: Ramban women have average awareness regarding menstrual health management (MHM) and are influenced by taboos, but urban women have greater exposure to media initiatives that promote awareness of MHM compared to their rural women's.

H2: Governmental and non-governmental organizations are working well and efficiently

H3: The government should prioritize strengthening the awareness initiatives about the primary health care facilities for MHM.

H4: Television and social media platforms have had a profound impact on creating social

awareness regarding menstrual health management.

H5: There is a significant relationship between awareness generation programs and the implementation of menstrual hygiene management (MHM) at district Ramaban.

7. RESEARCH METHODOLOGY

This study is analytical research in nature and employs to investigate the awareness, taboos, practices, and the role of media and health initiatives in menstrual hygiene management (MHM) among women's and girls' in Ramban district. A **stratified random sampling** technique will be used to select a sample of 10% of the female population as per the Census 2011 including 50 to 100 government health workers, Anganwadi workers, NGOs, and opinion leaders ensuring representation from both urban and rural strata. (The last census for District Ramban was conducted in 2011, while the 2021 census has been postponed. However, the 2024 population can be estimated using projected growth rates).

The quantitative data will be collected through a **structured questionnaire** with closed-ended questions, focusing on areas such as awareness of MHM, social taboos, media exposure, and participation in health programs organized by Primary Health Centers (PHCs), NGOs and Anganwadies. Also, the qualitative data will be collected through personal Interviews of primary health workers (ASHA, ANM, FMPW), NGOs, Anganwadi workers and opinion leaders of the field practice area of district Ramban Jammu and Kashmir. This will provide deeper insights into the effectiveness of awareness initiatives by J&K Health Department and NGOs regarding MHM and the media interventions.

8. EXPECTED OUTCOMS

The research is expected to provide valuable insights into the current awareness, practices, and challenges related to menstrual hygiene management in Ramban district.

Identification of the most effective media tools (e.g., radio, television, and social media) used to create awareness about MHM.

Understanding the impact of awareness programs conducted by PHCs and NGOs on menstrual hygiene practices.

It will also offer an evaluation of the effectiveness of ongoing media and health initiatives, helping to guide future policy and program improvements.

9. Work Plan and Timelines

Reference date/ Date of Registration: – 08-10-2022

Earliest Date of submission of Thesis: - 08-10-2025

Last Date of submission of Thesis: - 08-10-2028

S No	Research Activity	6 months (04-2023)	12 months (10-2023)	18 months (04-2024)	24 months (10-2024)	30 months (04-2025)	36 months (10-2025)
1	Course work						
2	Literature Survey						
3	Objective 1						
4	Objective 2						
5	Objective 3						
6	Quarterly reports						
7	Communication of papers						
8	Preparation of final reports						
9	Submission of Thesis						

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